

Digital analyst for GSA.gov - user experience and web analytics data



Project Title	Digital analyst for GSA.gov - user experience and web analytics data
Project Summary	Uncover the story about the GSA.gov user experience by using data from several sources including site-level survey, page-level surveys, and Google Analytics. Dive into the data to create compelling narratives that provide actionable insights which will drive user experience improvements.
Country	United States
Agency	General Services Administration
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

If you like big data and have strong problem-solving and communication skills, this eInternship is a good fit for you!

The eIntern analyzes/reports on data from multiple customer feedback channels from GSA.gov, identifies problem patterns and recommends creative solutions.

- > Site-level surveys
- > Page-level satisfaction reports
- > Internal site search data
- > External search engine data
- > Content audits

Tie together all of the above into a story of what's happening on GSA.gov. Think creatively to suggest insights that drive greater customer satisfaction.

KNOWLEDGE REQUIRED

- > Required: Educational courses that teach strong quantitative and communication skills
- > Preferred: Experience managing a website or designing a web user experience
- > Ideal: Enrolled in a Business Intelligence/Analytics or user experience-related degree

Desired Skills Interests

Additional Information

1. DETAILED DUTIES

- > Site-level surveys, based on the American Customer Service Index, gather feedback about users' experience with the website overall
 - >> Analyze site-level customer satisfaction survey data using a custom data console
 - >> Export data to Excel
 - >> Produce monthly summaries and ad-hoc reports for GSA organizations
 - >> Use Google Data Studio (GDS) or a tool compatible with GDS to create data visualizations that help tell the story about the user experience.
- > Page-level satisfaction reports gather feedback about specific pages, features, or content
 - >> Assess comments and ratings
 - >> Identify at-risk pages
- > Internal site search data to discover user intent and to get insights to inform navigation design and content strategy.
- > External search engine data to get user intent and understand how users are getting to the site
- > Content audits of sections of GSA.gov to assess quality of content
- > Tie together all of the above work to come up with a story of what's happening on GSA.gov.
 - >> How well are user needs getting met?
 - >> Do web pages align with business objectives?
- > Think creatively to suggest insights that drive greater customer satisfaction.

2. DETAILED KNOWLEDGE REQUIRED BY THE POSITION

- > Strong desire to develop experience and skills within the UX research field
- > Passion for gaining knowledge and an in-depth understanding of consumer behavior, perceptions and motivations when interacting with digital experiences
- > Superb organizational and time management skills
- > Strong attention to detail and capacity to focus on broad strategic issues
- > Able to excel in both team-based and independent projects
- > Able to work under tight deadlines and quickly shift priorities based on emerging projects.
- > Strong communication and presentation skills (verbal and written)

3. ABOUT US

The VSFS eIntern serves as a Digital Analyst under the direction of the Digital Analytics and User Experience Program Manager in the Digital Communication Program Management Office (DCommPMO) within the Office of Strategic Communications (OSC) at the U.S. General Services Administration (GSA).

The DCommPMO team is responsible for the overall management and presentation of web content and related issues for both the external-facing portal GSA.gov and the internal-facing portal InSite. This eInternship will focus on GSA.gov -- helping to transform it into from an organization-centric to a customer-centric site.

4. SUPERVISORY CONTROLS

Assignments are given primarily by the Digital Analytics and User Experience Program Manager, although assignments may have this intern working with various project managers, other colleagues and managers. Projects may also be initiated by the individual.

Any one of the above may set the overall objectives and works with the eIntern to establish priorities, deadlines, and final completion date. Where aspects of the tasks are unfamiliar or lack clear, established precedents, eIntern is expected to obtain advice from the supervisor or senior specialists.

The supervisor (or appropriate colleague) monitors the work in progress, reviews the proposed solutions for accuracy of methods and techniques selected, and evaluates the finished work for accuracy, timeliness, and compliance with standards.

Language Requirements

None